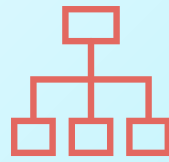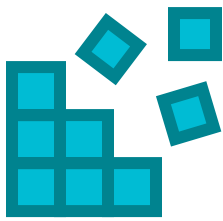# NLP FACT SHEET

NLP offers significant competitive advantage, operational efficiency and growth for adopters.

80%

of all corporate data is estimated to be unstructured, text files; extracting insights from this information has traditionally been difficult, but NLP is changing this fast.

$27.6B

forecasted market size of the **2026 NLP market** - if you aren't deploying this technology, your competition is

500 mil

the amount of times **Google Translate is used every day to understand more than 100 world languages**
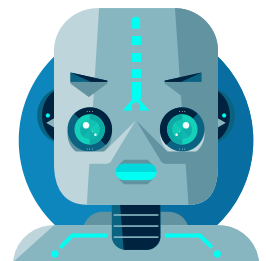
1 exabyte

the **amount of data** created on the internet daily, expected to rise significantly with more IoT applications
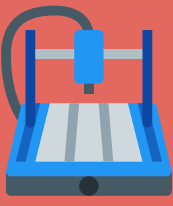
85%

The percentage of customer interactions, predicted by Gartner, to **be managed without humans**

Practical NLP Use Cases

Identify mechanical logs and operator notes improving asset health

Intelligent document analysis to gain insights into human-generated text

Identify potential fraud and risk by parsing legal & contract documents

Text mining to analyze consumer sentiment from social media, reviews, surveys, and news

Next best product recommendations and personalized content delivery

Mine geological information to deliver contextualized search results to business users

Artificial Intelligence Adoption Numbers

47%

of business executives say their companies have embedded at least one AI capability in their business, 21% say they have embedded AI in several business units, and 30% say they are piloting AI, with 20% planning to deploy across in their business in 2019.

70%

of the companies using AI, will obtain capabilities through the cloud, these cloud applications will make it easier for companies to benefit from AI, accelerating adoption and disbursing benefits.

42%

of business leaders point to lack of AI talent & 43% cite lack of clear AI strategy among top challenges in AI adoption.